

## Message Text

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PAGE 01 MEXICO 14001 051626Z

14

ACTION ARA-10

INFO OCT-01 EB-07 ISO-00 /018 W  
----- 112862

R 041855Z NOV 76

FM AMEMBASSY MEXICO

TO USDOC WASHDC

INFO SECSTATE WASHDC 8387

AMCONSUL BELIZE

AMEMBASSY BOGOTA

AMEMBASSY CARACAS

AMEMBASSY GUATEMALA

AMEMBASSY MANAGUA

AMEMBASSY PANAMA

AMEMBASSY QUITO

AMEMBASSY SAN JOSE

AMEMBASSY SAN SALVADOR

AMEMBASSY TEGUCIGALPA

AMCONSUL GUADALAJARA UNN

AMCONSUL HERMOSILLO UNN

AMCONSUL MAZATLAN UNN

AMCONSUL MERIDA UNN

/AMCONSUL MONTERREY UNN

UNCLAS MEXICO 14001

FOR BIC/OIM - STERLING

E.O. 11652: N/A

TAGS: BEXP, MX

SUBJ: END OF SHOW REPORT: PETROLEUM EXPLORATION & PRODUCTION EQUIP.

EXHIBITION & SEMINAR, US. TRADE CENTER, MEXICO CITY, OCT.

27-29'76.

1. NAME OF EVENT: PETROLEUM EXPLORATION & PRODUCTION EQUIP.

EXHIBITION & SEMINAR - MF/BSP.

2. PLACE AND DATES: US. TRADE CENTER, MEXICO CITY, OCT.

27-29, 1976.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 MEXICO 14001 051626Z

3. PARTICIPANTS: 13 ( 2 NTM,

11 OTM)

3A. EXHIBITORS: 25 ( 6 NTM, 19 OTM)

4. FLOOR SALES AT EXHIBITION, INCLUDING DOLLAR VALUE  
OF MERCHANDISE TURNED OVER TO AGENTS AND DISTRIBUTORS:  
2,393 (OTM-2,393) (PENDING RECEIPT OF TWO REPORTS)

5. EXPECTED TO BE SOLD OVER PERIOD OF NEXT 12 MONTHS  
AS RESULT OF THIS EXHIBITION: 14,619,000  
(PENDING RECEIPT OF TWO REPORTS) (NTM-599,000,  
OTM-14,020,000).

6. COMPANIES SEEKING REPS.: ONE (ONE NTM)

7. REPS. SIGNED: O

8. REPS. EXPECTED TO BE SIGNED DURING NEXT 12 MONTHS: ONE

8A. LEADS: ONE

9. COMPANIES SEEKING JOINT VENTURES OR LICENSEES: O

10. JOINT VENTURES OR LICENSEES SIGNED: O

10A. JOINT VENTURES OR LICENSEES EXPECTED TO BE SIGNED  
DURING NEXT 12 MONTHS: O

10B. LEADS: O

11. SALES LEADS: 98 (PENDING RECEIPT OF ONE REPORT)  
(NTM 18, OTM 80)

12. REGISTERED ATTENDANCE: 431

13. MARKETING OBJECTIVES SUMMARY: (PENDING RECEIPT OF  
ONE REPOT).

A. FIRMS FULLY ACHIEVING PRIMARY MARKETING  
OBJECTIVES: 11 (NTM-2 OTM-9)  
UNCLASSIFIED

UNCLASSIFIED

PAGE 03 MEXICO 14001 051626Z

B. FIRM PARTIALLY ACHIEVING PRIMARY MARKETING  
OBJECTIVE: 1 (1-OTM)

C. FIRMS FAILING TO ACHIEVE PRIMARY MARKETING  
OBJECTIVES: O

14. COMMENTS:

THIS EXPERIMENTAL SEMINAR/EXHIBITION ORGANIZED FOR PEMEX, MEXICAN GOVERNMENT - OWNED PETROLEUM MONOPOLY, WAS SMASHING SUCCESS, JUDGING BY EXHIBITOR COMMENTS AND SALES PROJECTIONS. PEMEX PROVIDED, IN ADVANCE, LIST OF SEMINAR TOPICS IT WANTED DISCUSSED AND TYPES OF EQUIPMENT IT WANTED TO SEE. EXHIBITOR RECRUITMENT PROCEEDED TO FILL THESE EXPRESSED NEEDS. WHEN SEMINAR PROGRAM AND EXHIBITOR CATALOG DELIVERED, PEMEX THEN PROVIDED LIST OF ENGINEERS AND TECHNICIANS IT WANTED TO ATTEND. PROMOTIONAL MATERIAL ALSO SENT TO INSTITUTO MEXICANO DEL PETROLEO, A GOVERNMENT PETROLEUM POLICY AND RESEARCH BODY, AND TO ALLIED INDUSTRIES. FINAL ATTENDANCE OF 431 WAS EXCELLENT RESPONSE, INCLUDING VIRTUALLY ALL MANAGERS AND SUPERVISORS ENGAGED IN WELL DRILLING, MONITORING AND PRODUCTION. OUT OF TOWN VISITORS TOTALED 25, OR ABOUT 6 0/0 INCLUDING ONE PERSONS FROM VENEZUELA, TWO FROM GUATEMALA AND 10 FROM THE US. MEXICAN CITIES REPRESENTED INCLUDED COATZACOALCOS AND POSA RICA, VERACRUZ; REYNOSA AND AND TAPICO, TAMAULIPAS; MONTERREY, NUEVO LEON AND VILLAHERMOSA, TABASCO. SEMINAR WAS REMAIN ATTRACTION AND ACCOUNTED FOR 200 OF TOAL 431 VISITORS. BECAUSE OF LARGE NUMBERS OF TOPICS TO BE COVERED AS WELL AS LARGE NUMBER OF TECHNICAL PEOPLE NEEDING TO BE ACCOMODATED, TWO CONCURRENT SESSIONS WERE HELD IN SEPARATE ROOMS. SEMINAR ROOM HELD 110 PERSONS WHO HEARD TALKS ON DRILLING EQUIPMENT AND TECHNOLOGY. LOUNGE HELD 90 PERSONS INTERESTED IN PRODUCTION MEASUREMENT AND TRANSPORTATION. RESPONSE TO TALKS WAS GENERALLY POSITIVE. MANY EXHIBITORS, ENCOURAGED BY THEIR RESULTS, PARTICULARLY

UNCLASSIFIED

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PAGE 04 MEXICO 14001 051626Z

BY EASE OF CONTACT WITH OFTEN DIFFICULT-TO-MEET PEMEX OFFICIALS, ASKED THAT THIS BE MADE AN ANNUAL EVENT. USTC HAS TAKEN THIS UNDER CONSIDERATION, PENDING REACTION BY PEMEX TO IDEA.

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 04 NOV 1976  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1976MEXICO14001  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D760414-0366  
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**Line Count:** 158  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ACTION ARA  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
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**Page Count:** 3  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** oatisao  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 26 JUL 2004  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <26 JUL 2004 by schwenja>; APPROVED <18 AUG 2004 by oatisao>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
04 MAY 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** END OF SHOW REPORT: PETROLEUM EXPLORATION & PRODUCTION EQUIP. EXHIBITION & SEMINAR, US. TRADE CENTER, MEXICO CITY, OCT. 27-29'76.  
**TAGS:** BEXP, MX  
**To:** COM  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006